

Message Text

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ORIGIN COME-00

INFO OCT-01 AF-10 ARA-14 EA-12 NEA-10 ISO-00 EB-08
HA-05 SIG-03 EUR-12 IO-14 TRSE-00 AID-05 SS-15
/109 R

DRAFTED BY COM/OIM/OPD/WAWALMSLEY, DIRECTOR
APPROVED BY EB/OCA/CM/JJREILLY
COM/OIM/OPD/WAWALMSLEY ARA:WSKOK
COM/OIM/SAD/CJOHNSON
COM/CAGNE/PHALE STATE/HA/EJONES
COM/OIM/RGARNITZ EA:MHENDERSON
COM/BDBD/VMANGINI AF:LWHITE
AF/EPS/DFSMITH :DMORRISON
NEA/RA/FPRICKETT AF:LWHITE
ARA/ECP/WILLIAMARA:WAKOK

-----006137 271848Z /72

R 271759Z MAR 78
FM SECSTATE WASHDC
TO AMEMBASSY BUENOS AIRES
AMEMBASSY TEHRAN
AMEMBASSY SEOUL
AMEMBASSY MANILA
AMEMBASSY RABAT
AMCONSUL CASABLANCA
AMEMBASSY KINSHASA
AMCONSUL LUBUMBASHI
AMEMBASSY LA PAZ
AMEMBASSY ASUNCION
AMEMBASSY MONTEVIDEO
AMEMBASSY GUATEMALA
AMEMBASSY SAN SALVADOR
AMEMBASSY MANAGUA
AMEMBASSY PORT AU PRINCE

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E.O. 11652: N/A

TAGS: BEXP, XA, XB, XC, XD, XE, XF, XG, XI, XJ, XK, XM, XU

SUBJECT: UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR:
CONTINUING IDENTIFICATION OF TRADE OPPORTUNITIES FOR
LEATHER SHOES AND BOOTS

REF: STATE 45685

1. SUMMARY

IN RESPONSE TO A REQUEST FROM PRESIDENT CARTER, COMMERCE UNDER SECRETARY HARMAN HAS ESTABLISHED A SPECIAL TASK FORCE TO ASSIST THE U.S. FOOTWEAR INDUSTRY TO ESTABLISH AN EXPORT MARKETING PROGRAM. THE FIRST PHASE OF THIS PROGRAM, WHICH CONSISTS OF THE PREPARATION OF BRIEF MARKET RESEARCH STUDIES BY SELECTED FOREIGN SERVICE POSTS, WAS RECENTLY INITIATED. THE PURPOSE OF THIS TELEGRAM IS TO BEGIN THE SECOND PHASE OF THE PROGRAM, WHICH WILL BE A CONTINUING EFFORT TO DEVELOP TRADE OPPORTUNITIES FOR SHOES AND LEATHER BOOTS WORN BY MEMBERS OF FIRE DEPARTMENTS, POSTAL SERVICE, PRIVATE GUARD SERVICES AND ARMED FORCES. THE U.S. FOOTWEAR INDUSTRY HAS EXTENSIVE EXPERIENCE IN THE DEVELOPMENT AND MANUFACTURE OF SPECIAL FOOTWEAR FOR THE CATEGORIES OF CONSUMERS LISTED ABOVE. THE THIRD PHASE OF THE EXPORT MARKETING PROGRAM, WHICH WILL COME

LATER, WILL BE THE SCHEDULING OF TRADE PROMOTION EVENTS SUCH AS TRADE FAIRS AND TRADE MISSIONS IN SELECTED FOREIGN MARKETS. END SUMMARY

2. ACTION REQUESTED:

ADDRESSEE POSTS ARE ASKED TO ASSIST THE FOOTWEAR INDUSTRY
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BY PURPOSEFULLY SEEKING OUT AND REPORTING ON A CONTINUING BASIS TRADE OPPORTUNITIES FOR U.S. SPECIAL FOOTWEAR. IT IS REQUESTED THAT CALLS BE MADE ASAP ON APPROPRIATE PURCHASING AUTHORITIES TO OBTAIN THE FOLLOWING INFORMATION:

A. WOULD BIDS FROM U.S. INDUSTRY BE WELCOMED FOR FUTURE PROCUREMENT?

B. NAME, ADDRESS AND TITLE OF ORGANIZATION AND INDIVIDUAL RESPONSIBLE FOR PURCHASES.

C. RECOMMENDED PROCEDURES FOR SUBMITTING BIDS.

D. TIMING AND QUANTITY OF PURCHASES TO BE MADE IN THE IMMEDIATE FUTURE, IF THIS INFORMATION IS READILY AVAILABLE.

IN THE CASE OF UNIFORMED SERVICES WHERE FOOTWEAR IS PURCHASED BY THE INDIVIDUAL RATHER THAN BY A CENTRAL AUTHORITY, PLEASE INDICATE APPROPRIATE CHANNELS OF DISTRIBUTION TO BE UTILIZED BY U.S. FIRMS.

INITIATIVES TAKEN BY CONSTITUENT POSTS SHOULD BE IN ACCORDANCE WITH THE PROVISIONS OF PRESIDENTIAL DIRECTIVE 30, ESPECIALLY POINT 6, DATED FEBRUARY 17, 1978 (SEE REFTTEL) AND ALL RESPONSES BY CONSTITUENT POSTS SHOULD BE COORDINATED BY OR WITH MISSION.

WE RECOGNIZE THAT SOME ADDRESSEE POSTS MAY ALREADY HAVE INDICATED IN RESPONSE TO PREVIOUS COMMUNICATIONS THAT THERE IS LITTLE MARKET POTENTIAL FOR AMERICAN FOOTWEAR IN THEIR AREAS. WE REQUEST NEVERTHELESS THAT ALL POSTS REVIEW CAREFULLY THIS PARTICULAR SECTOR OF THE FOOTWEAR MARKET AND PROVIDE US WITH THEIR CONSIDERED RESPONSE WITHIN 30 DAYS OF RECEIPT OF THIS CABLE.

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POSTS ARE ASKED TO INDICATE WHAT, IF ANY, CHANGES WILL BE REQUESTED IN CCP, CAP OR OTHER PLANNED E/C ACTIVITIES OR GOALS TO ACCOMMODATE THIS SURVEY AND WHETHER IT IS NECESSARY, FROM THE POST'S POINT OF VIEW, TO CONTRACT OUT ANY PORTION OF SURVEY. IF THE POSTS HAVE ANY DOUBT

AS TO THE APPLICABILITY OF PRESIDENTIAL, DIRECTIVE 30 TO THIS INSTRUCTION, THEY SHOULD REQUEST CLARIFICATION FROM THE DEPARTMENT. VANCE

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Disposition Approved on Date:
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Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Film Number: D780133-0202
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Litigation Codes:
Litigation History:
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Subject: UNDER SECRETARIAL TASK FORCE ON U.S. FOOTWEAR: CONTINUING IDENTIFICATION OF TRADE OPPORTUNITIES FOR LEATHER SHOES AND BOOTS
TAGS: BEXP, XA, XB, XC, XD, XE, XF, XG, XI, XJ, XK, XM, XU
To: BUENOS AIRES TEHRAN MULTIPLE
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/d3b512bd-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
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20 Mar 2014
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